

RADIO COMMERCIAL PROJECT

Background: You own a digital audio production agency that creates radio and television commercials for retail stores, concerts, sporting events, radio stations and special events.

Your Latest Gig: To write, direct and produce a 30-60 second commercial advertising a brand-new radio station.



- The commercial should contain music, sound effects, and narration that compels listeners to tune in to this particular station.

Completing the Job:

- Create a name and genre for the radio station.
- Determine a target audience - adults, teens, kids, male, female, etc.
- Write a script using descriptive and persuasive language.
- Record your "voice over" (using Audacity or the Sound Recorder).
- Locate and download music and/or sound bytes that will be used to enhance your commercial.
- Import and organize your files in Audacity. Be sure to adjust volumes so all sounds flow together seamlessly. Also, drop in your sound effects so that they are in the correct place. Be sure your music is not too loud!
- Highlight sound clips and use the "Effect" menu as needed to achieve the desired special effects.

- Save all project files to your “Radio Commercial” Multimedia folder on the network.
- Once you are satisfied with your project, export it as an mp3 to your “Radio Commercial” Multimedia folder on the network.
- Place your new creation on a new wiki page entitled “Radio Commercial”. Use a text generator of your choice to design a title for your page.

Tips for Creating an Effective Ad:

- Consider the impression the ad will make on the listener - the sound of the voices, the music or sound effects, the imagination and humor - are all important elements.
- Develop a jingle, catch phrase or slogan that contains your persuasive theme. (i.e. I’m lovin’ it! What’s in Your Wallet? Think Outside the Bun).
- Mention the radio station’s name three times in a 30 second spot.
- A sense of urgency is often used in radio advertising. The first two to four seconds of a radio ad are critical in capturing the listener’s attention.

